

Tourism Center Team

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The University of Minnesota Tourism Center is a collaboration of the College of Food, Agricultural and Natural Resource Sciences and University of Minnesota Extension.

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2011 Annual Report



Tourism Center
UNIVERSITY OF MINNESOTA

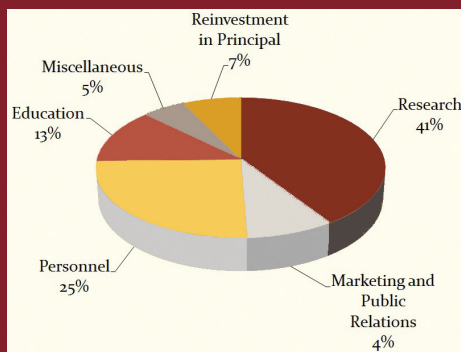
Support for the Center

The Carlson Chair for Travel, Tourism, and Hospitality has supported a variety of research and educational efforts for nearly 25 years. The Center can access up to 4.5% of the fund's market value, which was \$1,303,149 in 2011. Since inception, nearly \$1 million has been used for various educational and research opportunities (see chart).

In 2011, Carlson Chair funds supported two significant projects that benefit the tourism industry statewide: 1) a cultural heritage tourism conference and 2) a research assessment of the impact of the changing school week on leisure travel. In addition, we continue to support quality tourism research through sponsorship of the Travel and Tourism Research Association's Best Illustrated Paper. Beyond these projects, the Chair funds Center communication efforts.

The Tourism Center's development sub-committee has increased its efforts in its third year. Chaired by Hank Todd, this sub-committee is raising funds to advance our education and research efforts with an eye toward a significant financial goal in 2012. A sincere thank you to sub-committee members for their insight, energy and outreach: John Edman, Doug Killian, and Linnea Stromberg-Wise. Also, thank you to Extension development staff Matt Musel for assisting us as we navigate toward success in fund expansion.

See <http://www.tourism.umn.edu/InvestintheCenter/index.htm> to contribute online or use the enclosed envelope.



Message from the Director

Greetings,

We hope this note finds you well and fully engaged in a prosperous 2012! 2011 was a bittersweet year for the Tourism Center; while we made great strides in our programs and welcomed new administrative staff and office space, our longtime colleague Kent Gustafson retired. Kent is a true community champion whose work embodied Extension's mission to connect community needs and University resources. He served as a model of what an Extension Educator should be - reminding us to use our talents, to be kind and humorous, to promote opportunities for agri-tourism, and to be a community leader. His contributions made a difference that will continue for generations to come, and we wish him the best in his retirement!

2012 marks the 25th anniversary of the Center researching, educating, and engaging with the Minnesota tourism industry and tourism-dependent communities. Look for various celebrations around the state, and stay tuned on the 25th of each month! We welcome you to share your highlights from the last quarter century with us on our Facebook or Twitter pages!

Because tourism is a major economic driver in Minnesota, we continue to be driven to discover the potential of every business and every community that can grow the tourism economy. Your support assures that local businesses and communities have access to the resources they need to make informed decisions when critical economic development decisions need to be made. Opportunities for the Tourism Center to contribute to the success of the tourism industry continue only with your support.

I welcome the chance to hear how we can strengthen our partnership with you for the betterment of Minnesota tourism and beyond. Please call or email us with suggestions. Thank you for all you have done and will do for our success and the success and sustainability of tourism!

Sincerely,

Ingrid E. Schneider, Ph.D.

Director, Tourism Center & Professor, Forest Resources

Educated Workforce

In 2011, we advanced our foundational offerings of customer service, festival and event management, and tourism development. We also supported education for the evolving marketplace by working with partners in Minnesota and beyond. Partnerships will be increasingly important to our progress and we will continue to strengthen existing relationships and develop new ones that work toward our goal of a successful and sustainable tourism industry! Let us know if you are interested in partnering!



At Your Service: Working with Multicultural Customers is a customer service curriculum available in English and Spanish. In 2011, more than 100 participants from both the private and public sectors participated in front-line training and the experience was identified as 'very enjoyable as well as educational.' Beyond train-the-trainers and front-line training, we also offer management oriented workshops and entire community initiatives. In 2012, we are working with the Minnesota Intelligent Rural Communities program to develop new components for the Community Initiative approach.

Tourism Development is a suite of services and products focused on sustainable tourism development. Products include the frequently used *Community Tourism Development* manual and *Weaving Tourism into Community: Four Stories Over Time* film. As we rolled out the new film and manual, we also worked with our Extension educators to expand the *Tourism Assessment Program*. This program engages a team of local and University members to review, analyze, and report on a community's potential for tourism, its support network and local tourism assets.



Festival and Event Management classes prepare participants to create and manage successful events through face-to-face and online offerings. In 2011, 29 people participated in the on-campus class and eleven completed program certificate requirements. Participants in the St. Paul class received a 'behind-the-scenes' event experience by participating in 'Festa Italiana,' a new Italian culture festival in St. Paul. Through the generous sponsorship of the Northwest and Central Regional Sustainable Development Partnerships, the class was offered in Fergus Falls in a 'hybrid' curriculum - participants completed the first half of the class in person and the second half online. Look for online and in-person offerings Fall 2012.



Informed Decisions

Transportation and the Quality of Life

Ingrid E. Schneider, Kent Gustafson, Sierra Schroeder, & Tian Guo with financial support from the Minnesota Department of Transportation

This groundbreaking research sought citizen input on what comprised quality of life and what role transportation played in it. It explored in detail the important factors across the breadth of transportation and how the Minnesota Department of Transportation (MnDOT) was performing. Three phases of research were conducted between 2010 and 2011: 1) an extensive literature review on quality of life, 2) 24 focus groups that asked Minnesota citizens about their quality of life, and 3) a mail questionnaire about what matters in quality of life, transportation and their intersection. Three reports are available online; the assessment of results with respect to performance measures is in process. Results will inform MnDOT programming, services, and performance measure review.



Visitor Profile: The Ladyslipper Celebration

Liz Templin, Ingrid E. Schneider, & Lilly Wellenstein with financial support from the University of Minnesota's Central & Northwest Sustainable Development Partnerships

This research profiled Celebration visitors, their expenditures, and visits using an on-site contact administered throughout this inaugural event. Results provided essential information for this first time event for future event planning, sponsorship, and marketing.



Visitor Profile: The Irish Fair of Minnesota

Andrew Oftedal & Ingrid E. Schneider with financial support from the Irish Fair of Minnesota

We were delighted to be asked back to the Irish Fair of Minnesota to profile 2011 attendees and compare them with our 2007 study. Results indicated the 2011 Fair attracted a slightly younger audience and 2011 attendees were less likely to rely on traditional media to obtain Fair information. On average, attendees in 2011 spent more on parking than 2007 attendees, but less on souvenirs and 'other' categories. Results will inform media and event planning for 2012 and beyond.

Engaged Communities

Select Presentations and Facilitations

Gustafson, K. *Let's Put On A Show: Organizing, Maintaining, and Sustaining Community Festivals and Events*. Riverland Tourism Association, Thief River Falls, Minnesota.

Gustafson, K. *Your Event Marketing Plan: Selling the Sizzle AND the Steak*. Travel Montana, Billings and Missoula, Montana.

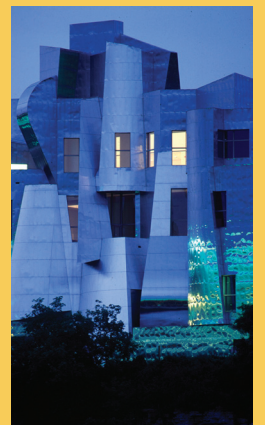
Messer, C.C., Trudeau-Poskas, D and Horntvedt, J. *Charismatic Leadership in Community: A New Instructional Case Study*. International Association of Community Development Conference, Lisbon, Portugal.

Messer, C.C. *Creating the Win-Win: Strategies for Maintaining Strong Community Support During Ethnic Cultural Tourism Development*. Ethnic Cultural Tourism Destinations Conference, St. Paul, Minnesota.

Messer, C.C., and Baker, R.G. *The Experience of Tourism Education. Workshop*. International Society of Travel and Tourism Educators Conference, Miami, Florida.

Schneider, I.E. *Transportation and livability: A Mixed Methods Approach*. Performance Measures for Livable Communities. Austin, Texas.

Tuck, B., Gustafson, K., Schneider, I.E., & Liechty, R.. *Scenic Byways: Awareness, Economic Impact and Quality of Life*. National Scenic Byways Conference. St. Paul, Minnesota.



Engaging at the University and Beyond

Center for Urban and Regional Affairs
Community Assistantship Program Review Committee
Governor's Council on Tourism, Minnesota
Northeast Minnesota Regional Sustainable Development Partnership
Minnesota Festivals and Events Association